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CATALOG OF

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# Water Lilies

AND AQUATIC PLANTS



**Panama Pacific Waterlily**

THE LARGEST GROWERS OF WATER  
LILIES AND AQUATICS ON LONG ISLAND.

**S. Scherer  
& Sons**

**NORTHPORT, L. I.  
NURSERY  
WATERSIDE AVENUE**



## OUR GUARANTEE

Our Fair Dealing over the 49 years we have been in business offers you the best guarantee possible.

We grow the finest plants possible, ship excellent quality tubers that are true to name and pack each order carefully so it will arrive in good condition.

Any information desired will be given freely by us.

If material does not arrive in good condition, be sure your claim is noted by the carrier upon arrival and notify us promptly.

We must be notified not later than July 10th, should any plant fail to grow, we will gladly replace it providing the old lily tuber is returned and postage is paid on replacement.

### *S. Scherer & Sons*

Waterside Avenue — Northport, L. I., N. Y.

Phone: NOrthport 3-0432

*Largest Water Lily Growers on Long Island*



## SHIPPING TERMS

Water plants may be shipped safely at any time. Shipments will be made at as early a date as experience has shown us is advisable for your particular locality, unless otherwise instructed. Orders will not be delayed.

Tropical Water Lilies are shipped from May 25th on.

Aquarium Plants, when ordered alone, are shipped at once.

All waterplants are shipped by Parcel Post unless customer specifies some other carrier. If Express is specified shipment will be made charges collect.

***Items other than waterplants will be shipped by Express.***

***Terms:*** Orders are accepted only when accompanied by funds sufficient to cover price of goods.

WE PAY POSTAGE ON ALL RETAIL ORDERS FOR WATERPLANTS ONLY  
OVER \$5.00 WITHIN THE UNITED STATES;  
OTHERWISE ADD 50¢ FOR POSTAGE

We carry Fish Food, Fertilizer and Waterlily Containers made to order. For Customers who are able to visit the Nursery we plant the Lilies in containers for a nominal charge, and all you have to do is place them in your pool.

## WE INVITE YOU TO VISIT OUR NURSERIES

We are located on the North Shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our Nursery is on Waterside Avenue, Northport, one mile North of Route 25A.

Open Sundays, Holidays and Evenings during APRIL, MAY and JUNE.



# Complete Tub Garden of

## WATER LILIES AND AQUATICS

Anyone with a garden can grow water lilies easily . . . and at low cost! Our complete tub gardens enable you to set up an exquisite Lily Pool in a matter of minutes . . . and to grow the loveliest aquatic plants in your own garden. Water features are always garden focal points. Glamourize your garden with a Lily Pool this year!

**\$7.50**

### **HERE'S WHAT YOU GET A Complete Water Garden for only \$7.50**

1 PERMANIZED TUB. 22" diameter. Medium gauge, rust-resistant galvanized metal, heavily coated with black asphaltum inside and out!

1 EXOTIC WATER LILY PLANT. Your choice of white, pink or blue. Superior plants from our own aquatic gardens!

2 UMBRELLA PALMS. Very graceful fan-shaped foliage! Extremely attractive!

3 WATER HYACINTHS. Lovely orchid-like blooms add exotic charm to the aquatic garden!

3 OXYGENATING PLANTS. Purify water with life-giving oxygen . . . help other plants grow better!

8 SNAILS. Sleek little scavengers that devour dirt and waste . . . help keep water clean and fresh.

### **HERE'S HOW YOU SET 'EM UP!**

Select a sunny location. Imbed tub about 11" deep. Fill tub with 5" or 6" of good top soil. Plant water lily, umbrella palms and oxygenating plants, water poppies and parrot feathers. Cover surface of soil with 1/2" layer of sand. Fill tub with water. Place floating plants and snails in water! And that's all. Your tub garden is ready to flourish!



### **EXTRA! LARGER TUB GARDENS In Limited Quantities!**

Rectangular tubs of identical construction 24" x 45" x 12" — nearly twice the capacity of the 22" round tub gardens! Includes everything offered in the \$7.50 garden PLUS 3 continuous-blooming Water Poppies that float on water surface AND 2 bunches of hardy, exotic Parrot Feather water plants! A magnificent central feature for any garden!

**all for only \$14.50**





## GOLD FISH

We carry Goldfish including the rare Fantails, the Black Moors, and Shu-bunkins. We do not ship. Please remember to bring a container when calling at the nursery to purchase fish.

### Director **GEORGE T. MOORE**

*DIRECTOR GEORGE T. MOORE* illustrated above — Rich deep purple flowers are borne in great profusion. Often bears 8 to 10 flowers at a time. .... EACH \$3.50

## *The Care of your Water Lilies!*

Hardy Lilies may be planted any time from the 1st of April until the middle of August.

Tropical Lilies may be planted when the temperature averages seventy degrees or about May 25th.

Water lilies come into flower early in the season and bloom until frost.

Concrete pools are best left full of water and covered with boards and straw. Hardy Water lilies will winter in the pool if the water does not freeze deeply, but Tropical Lilies are best considered as annuals and purchased new each year. Hardy Lilies growing in boxes may be taken into a cool basement until Spring. Care to be taken not to allow them to dry out.

Running water is neither necessary nor desirable and may retard the development of Water Lilies by keeping the temperature too low.

New concrete pools should be filled with water and drained at least four (4) times before any fish or plants are introduced.

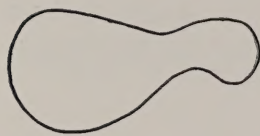
Planting instructions are attached to every Water Lily tuber shipped.



# STEEL POOLS:

WELDED ALL STEEL CONSTRUCTION, made to endure for a lifetime of satisfaction. Five feet in width, ten feet long — eighteen inches deep. The answer to your problem if you do not have a concrete pool. Shipped all over the U. S. via freight collect.

Price \$119.00 F.O.B.



## TEAR DROP

New different irregular shape. Ideal for a naturalistic setting. Tapers down to a graceful curve.



## KIDNEY

Informal or irregular shape. These pools may be set in a rock garden or landscaped border where different effects may be created.

### TROPICAL COLLECTION No. 30

Choice of blue, white, pink  
day blooming lily

Choice of red, white, pink  
night blooming lily

- 3 Umbrella Palms (Bog Plant)
- 2 Japanese Taro (Bog Plant)
- 3 Water Hyacinths (floating)
- 3 Water Lettuce (floating)
- 6 Sagattaria sinensis (oxygenating)

SPECIAL VALUE .....\$ 7.95

### HARDY COLLECTION No. 31

Choice of 2 lilies, red, white, pink  
or yellow

- 2 Arrowhead
- 2 Blue Flag
- 3 Floating Heart
- 3 Parrot Feather
- 6 Sagattaria sinensis
- 3 Water Hyacinths

SPECIAL VALUE .....\$ 7.95

### COLLECTION OF ROCK GARDEN PLANTS FOR OUTSIDE OF POOL

- 3 Japanese Iris
- 3 Iberis Sempervirens
- 3 Doronicum Excelsium
- 3 Stakesis Lavender Queen

- 3 Veronica Alloni
- 3 Thumus Serpyllum
- 3 Ajuga Reptans
- 3 Hemerocallis

SPECIAL VALUE .....\$ 8.95

# PLASTIC POOLS:

Made of Heavy Plastic material are inexpensive, practically indestructible, and adaptable to all locations. 55 inches in diameter. 8 to 10 inches in depth. 70 gallon capacity. Complete instructions for plants and pool accompany each order. Pool only \$8.95. Pool with collection \$13.95. Collection includes 3 Bog plants, 4 shallow water plants, five floating plants, 2 oxygenating plants and 8 snails. Pool, Collection, and Water Lily \$15.95.



## Water Lilies

Hardy Lilies are unexcelled for planting in natural ponds, lakes or in still pools along a river or stream bank, and will beautify the

most unattractive bit of water provided they are not planted in too deep water or near a cold inlet. Once established so that the crowns will not be injured by freezing or ice, they become a source of permanent beauty. They may be grown in the smallest of pools and in tubs.

The flowers embrace all the colors from purest white, delicate shell-pink, deep rose pink to rich reds, yellows and combinations of red and yellow. There is however, no blue Hardy Lily. This color is in tropical varieties only.

### Whites

**ODORATA GIGANTEA.** Very large, pure white, very fragrant. Flowers often 6" across. A free bloomer. .... Each \$1.00

**ODORATA MINOR.** Especially valuable for tub culture. Flowers 2" to 3" in diameter. Suitable for edge of ponds. .... Each \$1.25

**MARLIAC ALBIDA.** Large size, pure white flowers with yellow stamens. Blooms entire season continuously. Sepals are tinted with pink, leaves deep green above and red beneath. .... Each \$2.50

**GLADSTONE.** Largest of white Lilies, requiring considerable space for best development. Flowers are pure white, cup-shape with golden yellow stamens. Flowers are 6" to 8" across. .... Each \$2.50

**TUBEROSA MAXIMA.** Excellent for naturalization. Fast growing. .... Each \$2.00



Gladstone

### Pinks

**EUGENIA DE LAND.** Flowers are extra large, very beautiful color of deep pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing very large flowers, often 7 to 8 inches in diameter. .... Each \$2.75

**HELEN FOWLER.** Deep pink with lighter center. Flowers are borne well above the water. Flowers not so large but blossoms continuously. .... Each \$2.00

**PINK OPAL.** Full-petaled, cup-shaped flowers of deep rich pink. .... Each \$2.00

**MARLIAC CARNEA.** Large, flesh pink, deeper toward center. Free flowering, with large, purplish red leaves, changing to deep green. .... Each \$2.25

**MARLIAC ROSEA.** Similar to Carnea, except that it is a deep rose pink. Flowers 3 to 5 inches. .... Each \$3.00

**ROSE AREY.** Considered the most desirable of the fragrant Lilies. Brilliant pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing large flowers 7 to 8 inches. Each \$3.00

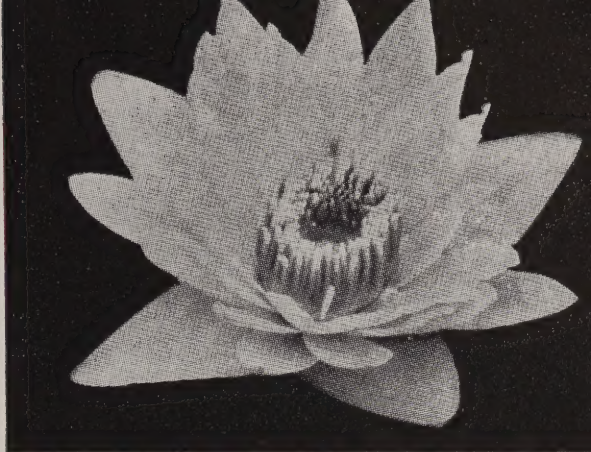


## Yellows

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**SUNRISE.** One of the first Lilies to open in the morning. Free bloomer, 8 to 10 inches in diameter and stands well above water. Clear sulphur yellow color. Blooms early Spring to late Fall. Superb variety. Stands crowding; does well in any depth of water ..... Each \$3.50

**MARLIAC CHROMATELLA.** Charming canary yellow, 4 to 6 inches across. Leaves green mottled with brown. Free bloomer. Advise dividing every few years. .... Each \$3.00



*Marliac Chromatella*

## Reds

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**ATTRACTION.** One of the most beautiful Lilies, often 8 to 10" across. On opening it is a garnet red with almost white sepals and stamens of rich mahogany, tipped with yellow; no pool complete without it. .... Each \$4.00

**GLORIOSA.** Deep carmine rose, becoming deep red with age. Blooms continuously; 5 to 6" in diameter. Ideal for either pool or tub. .... Each \$3.50

**JAMES BRYDON.** Cup-shaped flower of rich, rose crimson, 5 to 6 inches in diameter. Early bloomer and rapid grower. This versatile lily is adaptable to either tub or pool culture. .... Each \$3.75

**CONQUEROR.** This is one of the most beautiful Lilies and produces an immense flower similar in character to the Attraction. A robust grower — strong, healthy plants. .... Each \$3.50

## Changeable Colors

---

These unusual Water Lilies add a novel touch to the Lily Pool. They change color from day to day. The first day they flower into a rich yellow, the shade of the color of the bloom deepens progressively until it reaches a deep bronze. These attractive and useful Lilies are available in the following colors only.

**PAUL HARIOT.** Flowers are large, cup-shaped, light yellow, delicately shaded copper-red. .... Each \$3.50

**COMANCHE.** Large flowers of rich apricot on opening, changing to dark copper-orange with red as flower ages. Leaves olive-green, flecked with brown. Each 3.50

**AURORA.** Flowers creamy yellow first day, changing to dark red by third day, giving variety of color. .... Each \$2.50

*Paul Hariot*





## TROPICAL

# Water Lilies

## Purples

**DIRECTOR GEORGE T. MOORE.** Rich purple flowers are borne in great profusion. Often bears 8 to 10 flowers at a time. .... Each \$3.50

**PANAMA PACIFIC.** Rich, rosy red, on first opening. When fully opened, changes to deep, reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant. .... Each \$3.00

**ZANZIBARIENSIS (African Purple Lily).** Good-sized flowers, 5 to 8 inches across. .... Each \$2.50

**AUGUST KOCH.** Flowers are 7 to 8 inches in diameter and rise from 8 to 10 inches out of water. Petals are pale Wisteria violet. Excellent variety, blooms freely. Produces young plant from the surface of the leaves. One of the easiest of the tropicals to grow. .... Each \$3.00

## Pinks

**GENERAL PERSHING.** Unique flower opening at 7 A.M. and closing at 7 P.M. Very fragrant, measuring from 8"-10" across. Flowers are borne about 12" above water. Buds dark green striped with dark purple. A fine bright color. .... Each \$3.00

**MRS. C. W. WARD.** This is a deep, rosy pink flower, with golden yellow stamens tipped with pink. The flowers are from 8 to 10 inches across. .... Each \$3.00

**PERSIAN LILAC.** This pink Lilac-colored Lily has a large number of petals. The foliage is clear light green. A very beautiful and desirable Lily. .... Each \$3.50



*Zanzibariensis Rosea.*

**ZANZIBARIENSIS ROSEA.** A fragrant, deep pink, 6 to 8 inches across. Opens earlier in the morning than some of the other varieties. .... Each \$2.50

## DAY BLOOMING WHITE

**ISABELLE PRING.** Large pure white. .... Each \$3.25  
**MRS. GEO. H. PRING.** Best pure white tropical Lily. Producing large, fragrant white flowers. .... Each \$2.75  
**A very good Water Lily.** Each \$3.25

## TROPICAL NIGHT BLOOMING

A beautiful display of brilliant color — should have a place in every pool. The designation "Night Bloomer" is a trifle misleading; the flowers close at midday, or when the sunlight becomes strongest, and opens again in the afternoon. On cloudy days of late summer, when the weather becomes cooler, they sometimes remain open through the twenty-four hours.

**DENTATA SUPERBA (JUNO).** Pure white Lily, 10 to 12 inches across, with yellow stamens. Leaves are large, deep, glossy green. Flowers very freely throughout summer. Stands well above water. Very noticeable at night. .... Each \$2.50

**MISSOURI.** The best night blooming white. Flowers usually 12 in. in diameter. The leaves are coppery brown when small but develop into deep green as they age. .... Each \$3.00

**OMARANA.** Flowers from 8 to 12 inches across. Beautiful rosy pink. Stamens deep orange red. One of best and free flowering of all night bloomers. .... Each \$2.50

**BISSET.** Petals extremely wide, beautiful pink. One of the best growers. Each \$2.50

**DEVONSHIRE.** Deep red, about 6 to 8 inch across. Opens 7 to 8 P.M. and closes 10 A.M. .... Each \$3.00

## Blues

**MRS. ED. WHITAKER.** One of the newer hybrid Lilies and largest of day bloomers. Lavender blue on first opening, getting paler after the flower ages. Leaves beautifully mottled and streaked with dark red. Opens at 6:30 A.M., closing as late as 7:30 P.M. No other Lily remains open so long a time. Flowers about 10" across. .... Each \$3.00

**BAGDAD.** The leaves are marked with patches of dark reddish brown. The flowers are pale Wisteria blue, very fine bloomer. .... Each \$3.00

**DAUBEN.** Very light, small blue Lily, especially adapted to tub culture. Will sprout additional Lilies from the center of its leaves. .... Each \$2.00

**JUDGE HITCHCOCK.** Large, cup-shaped flowers. Color, violet blue. Stamens are gold and tipped with blue. Abundant bloomer. .... Each \$3.50

## PENNSYLVANIA (Blue Beauty)

No pool is complete without the PENNSYLVANIA BLUE BEAUTY, illustrated below — an outstanding variety — one of the most popular water lilies. The flowers, a beautiful clear blue, are large and bloom from Spring until frost. EACH \$3.00









## TROPICAL LILIES

### COLLECTION NO. 20

- |                          |                    |
|--------------------------|--------------------|
| 1 Blue Beauty            | 3 Umbrella Palm    |
| 1 General Pershing       | 3 Ludwigia         |
| 1 Devonshire             | 8 Ramshorn Snails  |
| 1 Bissett                | 1 Portion Salvania |
| 1 Mrs. Geo. H. Pring     | 3 Water Lettuce    |
| 1 Zanzibariensis purpura | 3 Water Hyacinths  |
| 6 Live Bearing Snails    | 3 Anacharis        |
- Value \$21.00 — For Only \$18.50 Postpaid

### COLLECTION NO. 2

- |                                   |                 |
|-----------------------------------|-----------------|
| 1 Mrs. Geo. H. Pring (white) .... | } <b>\$7.95</b> |
| 1 Blue Beauty (blue) .....        |                 |
| 1 Devonshire (red) .....          |                 |

### OUR EVER- POPULAR COLLECTION NO. 9

- |                              |         |
|------------------------------|---------|
| 1 Mrs. George H. Pring ..... | (white) |
| 1 General Pershing .....     | (pink)  |
| 1 Blue Beauty .....          | (blue)  |
- These Three Beautiful Lilies — Only  
\$7.95

## HARDY LILIES

### HARDY COLLECTION NO. 11

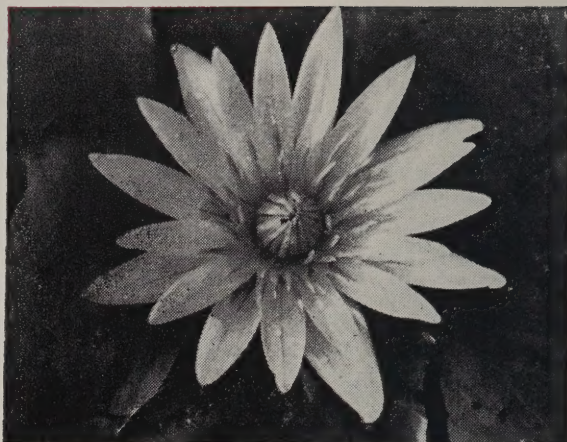
- |                        |                  |
|------------------------|------------------|
| 1 Sunrise .....        | } <b>\$10.50</b> |
| 1 Pink Opal .....      |                  |
| 1 Marliac Albida ..... |                  |
| 1 Comanche .....       |                  |

### COLLECTION NO. 15

- |                       |                       |
|-----------------------|-----------------------|
| 1 Comanche            | 3 Anacharis           |
| 1 Marliac Chromatella | 3 Ludwigia            |
| 1 Gloriosa            | 2 Blue Flag           |
| 1 Gladstone           | 1 Yellow Flag         |
| 1 Eugenia De Land     | 6 Live Bearing Snails |
| 3 Water Lettuce       | 8 Ramshorn Snails     |
| 3 Water Hyacinths     |                       |
- Value \$18.75 — For Only \$16.50 Postpaid

### COLLECTION NO. 6

- |                             |                  |
|-----------------------------|------------------|
| 1 Gladstone (white) .....   | } <b>\$12.00</b> |
| 1 Marliac Chromatella ..... |                  |
| 1 Rose Arey (pink) .....    |                  |
| 1 Attraction (red) .....    |                  |



MRS. GEORGE H. PRING  
(For Description see page 8)

### COLLECTION NO. 4

- |                 |                 |
|-----------------|-----------------|
| 1 Dauben .....  | } <b>\$4.00</b> |
| 1 Bissett ..... |                 |

SEE OTHER COLLECTIONS ON PAGES  
15 and 16

### COLLECTION NO. 5

- |                                 |                 |
|---------------------------------|-----------------|
| 1 Odorata gigantea (white) .... | } <b>\$2.75</b> |
| 1 Marliac carnea (pink) .....   |                 |

### COLLECTION NO. 7

- |                                 |                 |
|---------------------------------|-----------------|
| 1 Odorata gigantea (white) .... | } <b>\$8.50</b> |
| 1 Helen Fowler (pink) .....     |                 |
| 1 Aurora (changeable) .....     |                 |
| 1 Gloriosa (red) .....          |                 |

### COLLECTION NO. 8

- |                                      |                 |
|--------------------------------------|-----------------|
| 1 Marliac albida (white) .....       | } <b>\$6.50</b> |
| 1 Marliac chromatella (yellow) ..... |                 |
| 1 Marliac carnea (pink) .....        |                 |

### COLLECTION NO. 25

- |                               |                 |
|-------------------------------|-----------------|
| 1 Missouri White .....        | } <b>\$9.00</b> |
| 1 Panama Pacific Purple ..... |                 |
| 1 Persian Lilac Pink .....    |                 |



# SHALLOW WATER AND BOG PLANTS

- ARROWHEAD, GIANT** (*Sagittaria Sagittifolia*). Distinctive leaves shaped as name indicates, standing 1 to 3 ft. above; flowers freely; hardy .... 2 for 50¢, Doz. \$2.50
- VARIEGATED SWEET FLAG** (*Acorus calamus Variegated*). Foliage striped green and white. Hardy ..... Each 25¢
- BUTTERFLY LILY, WHITE** (*Hedychium coronarium*). A tall, Canna-like plant with blossoms borne in umbels. .... Each 35¢
- CALLA PALUSTRIS** (Wild Calla). Well known native Calla. .... 2 for 50¢
- WHITE CALLA** (*Zantedeschia aethiopica*). Perpetual flowering, fine white flowers. Not Hardy ..... Each \$1.00
- CHELONE GLABRA** (Turtle Head). White, 14 to 18 inches in height. .... 2 for 50¢
- GRACEFUL CATTAIL** (*Typha angustifolia*). A tall variety with slender cattails. .... 3 for 50¢
- COMMON CATTAIL** (*Typha latifolia*). Favorite native swamp plant. .... 4 for 50¢ ..... Dozen \$1.25
- FLOATING HEART** (*Nymphoides petatrum*). Produces brilliant yellow flowers; hardy. .... 3 for 50¢ ..... Dozen \$1.75
- FLOWERING RUSH** (*Butomus umbellatus*). Attractive pink flowers borne on round stems with peculiar, three-sided leaves. Hardy ..... 3 for \$1.00, doz. \$2.50
- FORGET-ME-NOT** (*Myosotis scorpioides*). A well-known Spring and Summer flowering plant with small clusters of blue flowers with yellow eye. .... 4 for \$1.00, doz. \$2.75
- YELLOW FLAG** (*Iris pseudacorus*). A tall, sword-leaved plant, broad yellow flowers of Japan Iris type. .... 3 for \$1.00, doz. \$2.50
- BLUE FLAG** (*Iris versicolor*). Exactly like Yellow Flag except that flowers are blue. Each 25¢ ..... Dozen \$2.50
- JAPANESE TARO**. Leaves are beautiful blue-green; underneath and around edge, lavender; attractive. .... Each 50¢
- LYTHRUM ROSEUM**. Rose-colored flowers flowering in July and August. .... 2 for 50¢
- MARSH-MARIGOLD** (*Caltha palustris*). Clusters of large, buttercup-like flowers of brilliant yellow, early in Spring. Each 25¢ ..... Dozen \$2.50
- PARROT FEATHER** (*Myriophyllum proserpinacoides*). Invaluable for training over fountain. Hardy. .... Each 15¢, doz. \$1.50
- PICKEREL RUSH** (*Pointederia cordata*). Blue flowers produced freely. .... 2 for 50¢, ..... Dozen \$2.50
- PRIMROSE CREEPER**. A rapid growing vine with bright yellow flowers. Each 20¢ ..... Dozen \$1.75
- PRIMROSE WILLOW** (*Jussiaea longifolia*). Bright yellow blossoms, profusely borne in axils of leaves. Very desirable for edge of pools. .... 3 for \$1.00, doz. \$2.50
- SPIRAL PALM** (Like the Umbrella Palm). Greenish-white flowers, produced in umbel. .... Each 25¢, doz. \$2.50
- SWEET FLAG** (*Acorus calamus*). The well-known Sweet Flag, sweetly scented. .... 3 for 50¢
- UMBRELLA PALM**. Grows well in small pools or moist ground. Each 25¢, doz. \$2.50
- FOUR-LEAF WATER CLOVER** (*Marsilia drummondii*). Resembling a four-leaf Clover. Not hardy. .... 3 for 50¢, doz. \$1.50
- WATER NASTURTIUM, or WATER CRESS**. Thrives in sun or shade. Ideal near pool spring. Edible. Hardy. .... 6 for 75¢
- WATER PLANTAIN**. Border plant with heart-shaped leaves and surrounded by tall branching spikes of white flowers. Hardy. 3 for 50¢ ..... Dozen \$1.75
- WATER POPPY** (*Hydrocleis nymphoides*). Leaves float upon surface of water. Large, yellow flowers. Blooms Continuously. Each 15¢ ..... Dozen \$1.50
- WILD RICE** (*Uizania aquatica*). The importance of wild rice as a food for water fowl cannot be over-emphasized. Should be in every pond. .... Each 10¢, Dozen \$1.00, ..... 100 — \$7.00



# AQUARIUM SUPPLIES

Nothing can equal a well set-up aquarium for vibrant beauty. No room can fail to be enhanced by a tank of brilliant fishes and lovely plants.

## DELUXE STAINLESS STEEL AQUARIUMS

ORDER GAL. LENGTH WIDTH HEIGHT PRICE PACK.

NO. CAP. INCHES INCHES INCHES PRICE CHG.

2003	5	14	8	10	4.20	.80
2006	10	20	10	12	7.75	1.10
2012	15	24	12	12	11.00	1.25
2014	20	24	12	16	16.00	2.00

**GROW-MORE FISH FOOD.** The food that has been fed to more prize winning tropical fish than any other food in America.

Price 30¢ per can

3006 *Dried Daphniae Manna.* A proven quality food product—the finest obtainable for tropical and goldfish. 25¢ per can.

3007 *Golden Yellow Shrimp Manna.* Pure shrimp bits, 100% meat, with all shell removed. A delectable treat for tropical and goldfish. 30¢ per can.

NV (Natural Vitamin) **FISH FOOD.** The richest Natural source of Vitamin B12, B13. Complete B Complex and other known and unknown growth factors. Price 35¢

3026 *Longlife.* This popular food is richly nutritious and contains these choice ingredients: Beef, Liver, Eggs, Shrimp, Fish, Fish Bone, Mosquitos and Wheat Cereal. Specify grade desired. Fine, Medium or Coarse grade. 35¢ per can.

**AQUA REMEDY.** It's your best health insurance for sound bodied fish and for the quick recovery of fish from disease or injury. The perfect remedy for Body & Mouth Fungus, Tailrot, Sore Spots, Torn Fins, etc. First choice of aquarists everywhere!

3401 1 oz. 25¢; 3402 4 ozs. 90¢ 3403 1 pt. 3.00

**VITAMIN TABLETS.** Keep your plants and fish strong and healthy with Aqua-Stock. These enriched vitamin tablets work wonders for your plants and fishes too. They compensate for any deficiencies that may be present in the aquarium. Merely drop 1

**RECORD AIR PUMP** — Size 2½" in diameter x 4½" rubber mount and pads eliminate just about all noise. Gives more air than other vibrators — all parts available, easy to adjust.

Price, \$7.95 each.

vitamin tablet into your aquarium for every 5 gallons of water every two weeks.

3501 8 per box 25¢ 3502 18 per box 50¢

3503 40 per box \$1.00 3504 90 per box \$2.00

**ANTI-CHLORINE CRYSTALS** 3410. Now you can remove all traces of chlorine from your aquarium water immediately. Safe for fish and plants. One vial treats 20 gallons of water. Price 25¢ per vial.

## AQUA-STOCK THERMOSTATS - HEATERS

4002 100-Watt Thermostat. This instrument automatically controls one or more heaters in same series whose total wattage does not exceed 100 watts. Designed by a prominent thermal engineer. Also features a built-in radio capacitor to eliminate radio or TV interference. Guaranteed for 2 years. \$3.50

**SUPREME NON-SUBMERGIBLE.** This combination thermostat-heater is built into one complete tubular unit with outside adjustment and internal pilot light.

4211 8" long, 40 or 75 Watt. \$5.60

## SUBMERGED PYREX HEATERS—

50 — 100 Watt Price \$2.75

6352—Fish Nets—Brussels 5" x 4" ea. \$3.35

6355—Fish Nets—Brussels 10" x 7½" ea. 1.00

6353—Fish Nets—Nylon Mesh 4"x3" ea. \$5.50

6280—Aquarium Scrapers wood handle 20" long ea. \$5.50

7513—Marvel Air Flow Model A Pump Operates 3 filters and 3 Aerators. Ea. \$21.00

8021—Jr. Plastic inside Filter for up to 10 Gal. Aquarium. Ea. \$2.75

8146—Pea Size bone filter coal—filters tank. Ea. \$70

8144—Filter Glass wool for over filter coal. Portion \$25

81925—Chrome Aire Releaser complete with plastic stem. Ea. \$75

8191—Air stone for Aerating Tank. Ea. \$45

We carry a full line of aquarium and pool supplies.

If your need is not listed please write us.

**OKO FERN**—has a certain charm as it is scientifically produced to keep its first day bloom all year round, being prepared exclusively for your Aquarium. Red or Green—2 Bunches 75¢

**AQUARIUM TEST KIT**—The easy way to determine the P.H. of your aquarium water. Each \$2.00

**Liquid Aquarium Cement**—For leaking Aquariums used with brush. Jar 35¢

**Magic Crystal Paint**—May be used for painting Aquariums, Vases, Glass Table tops, Christmas bulbs, etc. Self designing. 1 Fl. Oz. 35¢

**Mercury Thermometers**—5" long 80¢

**Purchaser will be charged postage on all items above.**



# Plants etc.

## Water Lotus

The sacred flower of the Egyptians. The flowers are borne about a foot above water. Leaves are very large and beautiful; some standing well above water, others floating on the water. No garden complete without it. Very fragrant. Beautiful centerpiece in pool.

Should not be transplanted after June 1st.

**NELUMBIUM SPECIOSUM.** The true flower of the Egyptians. Large, rosy pink. A free bloomer and hardy. .... Each \$3.50

**NELUMBIUM LUTEUM.** This is the free flowering, large flowering American yellow Lotus. .... Each \$3.50

**NELUMBIUM ROSEUM PLENUM.** One of the finest varieties of double rose Lotus; it is one of the largest and free flowering. .... Each \$5.00

## Scavengers

**JAPANESE SNAILS** ..... 3 for 25¢

**BLACK RAMSHORN SNAILS** ..... 8 for 25¢

## Floating Plants

**AZOLLA** (*Azolla caroliniana*). Small, crinkly green plants ..... Portion 25¢

**DUCK WEED** (*Lemna Minor*). A polka dot appearance on water; roots appreciated by gold fish. .... Portion 25¢

**SALVINIA** (*Salvinia braziliensis*). Dainty, soft green leaves. Popular aquarium plant. .... Portion 25¢

**WATER FERN** (*Ceratopteris thalictoides*). Aquatic species of fern family; leaves resembling garden Lettuce. .... Each 15¢  
Dozen \$1.50

**WATER HYACINTH** (*Eichhornia grassipes-major*). Shiny, dark green leaves, the stems of which are expended in pseudo bulbs, which serve as air chambers. The orchid-like flowers of lavender form a spike, like that of a true Hyacinth.  
Each 20¢, 3 for 50¢, doz. \$1.50

**WATER LETTUCE, or SHELL FLOWER.** A rosette of blue-green, velvety leaves.  
3 for 50¢, doz. \$1.50

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## PUMPS FOR LILY POOLS.

SMALL COMPACT SUBMERGIBLE PUMP — IDEAL FOR CREATING WATERFALL.

PUMPS APPROXIMATELY ONE GALLON OF WATER PER MINUTE.

ALSO USED FOR PUMPING OUT POOL.

PRICE \$27.50

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**UNDERWATER LIGHTS** — ENJOY YOUR POOL AFTER DARK. These lights reflect all through the water.

Single lily pad set ..... \$ 6.75

Double lily pad set ..... \$12.50

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## Perennial & Rock Plants

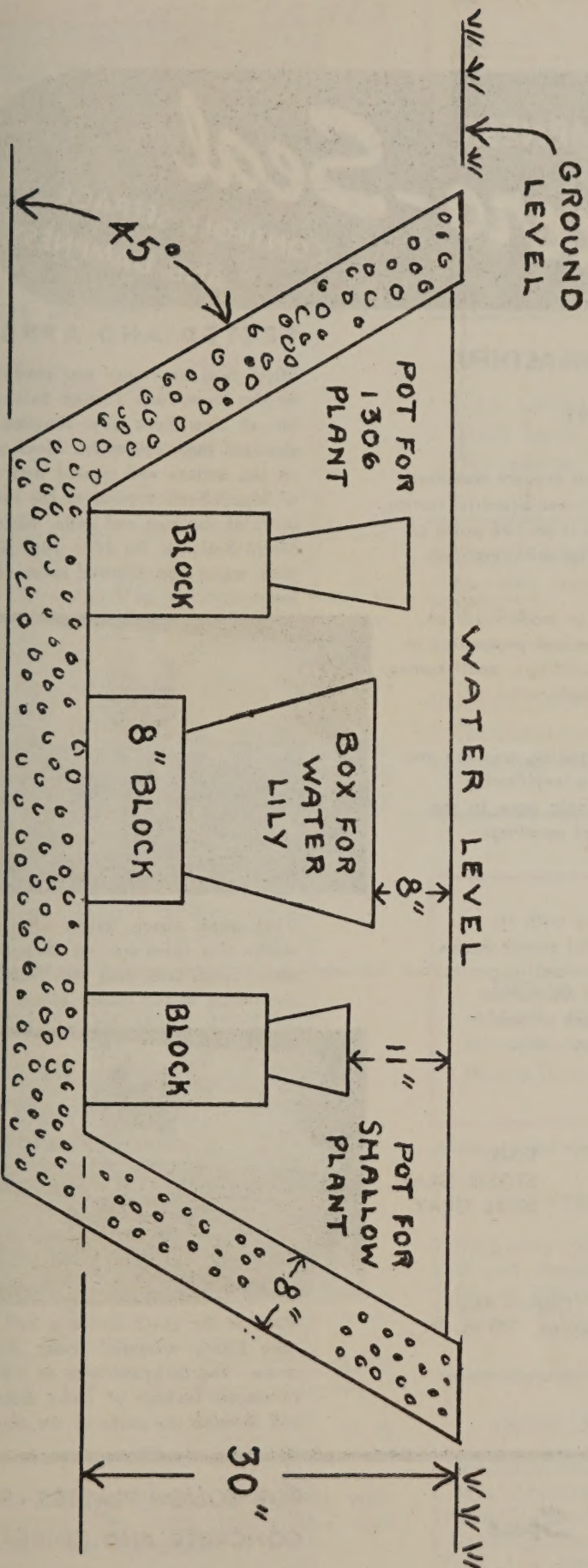
Perennials — One of the easiest types of flowers to grow and offering a wide range of uses. Below is a prepared list of selected perennials and rock plants that we recommend for planting around the edges of your pool. May also be used for colorful border planting or bed planted for cutting.

We suggest that you order a minimum of three plants of a variety to obtain proper color balance and mass effect.

- |   |  |
|---|--|
| <p><i>AJUGA REPTANS</i>. Greenish Bronze foliage and blue flowers 4-6". June. 35¢ each \$4.00 per dozen ..... 6 at dozen rate</p> <p><i>ANCHUSA MYOSOTIDIFLORA</i>. Sprays of turquoise blue flowers resembling Forget-me-nots 12-18". May-June 50¢ ea. \$5.50 dz.</p> <p><i>ARABIS ALBIDA FL. PL.</i> White double sweet scented and beautiful — suitable for sun or shade. 9". May. 60¢ each \$6.25 dozen</p> <p><i>ACHILLEA TOMENTOSA</i>. Charming yellow blooming in June. 8". 35¢ ea. \$5.00 dz.</p> <p><i>CERASTIUM TOMENTOSUM</i>. Silvery gray foliage with cloud of white flowers like little stars in May and June. 6 inches. 35¢ each ..... \$4.00 dozen</p> <p><i>DIANTHUS BEATRIX</i>. Light scented flowers from May to Nov. 9". 50¢ ea. \$5.00 dz.</p> <p><i>DORONICUM EXELSIUM</i>. Yellow flowers 2-3" across. May. 2 ft. .... 50¢ ea. \$5.00 dz.</p> <p><i>HEMEROCALLIS MAJOR</i>. Beautiful orange-yellow flowers. May. 12". 50¢ ea. \$5.00 dz.</p> <p><i>HEDERA HELIX BALTICA</i>. Baltic Ivy. Small leafed Ivy deep green color will withstand very cold weather. Excellent ground cover around pool 2¼ inch pots. 6 plants \$1.00, 12 plants \$2.00, 25 - \$3.75</p> <p><i>IRIS KAEMPFERI</i>. Beautiful mixed colors. June. 2'. ..... 50¢ each, \$4.00 dozen</p> <p><i>IBERIS SEMPERVIRENS</i>. Snowflake compact little bright green plant becomes a mass of white flowers in June. 6 to 8 inches. 35¢ each ..... \$4.00 dozen</p> | <p><i>PHLOX SUBLATA</i>. Colors of red, pink, white and lavender. 3 to 6 inches. May. 35¢ each ..... \$4.00 dozen</p> <p><i>POLEMONIUM JACOB'S LADDER</i>. Clear baby-blue flowers are produced freely in April and May. .... 35¢ each \$4.00 dozen</p> <p><i>RANUNCULUS ACRIS FO. PL.</i> Double yellow buttercup-like little roses on 15" stems. May and June. Plants are very neat. 35¢ each ..... \$4.00 dozen</p> <p><i>SANTOLINA INCANA</i>. Very compact with beautiful silver gray foliage with the appearance of brick coral yellow. July. 6-9". 50¢ each ..... \$5.00 dozen</p> <p><i>SEDUM MIDDENDORFFIANUM</i>. 4" high yellow flowers, redish purple foliage in autumn. .... 35¢ ea. \$4.00 dz.</p> <p><i>STOKESIA LAVENDER QUEEN</i>. Silvery blue color often 5" across. 18 inches in July. 50¢ each ..... \$5.00 dozen</p> <p><i>TEUCRIUM CHAMAEDRYIS</i>. A dwarf shrub with glossy green foliage and bright rose flowers. 1'. Aug. 50¢ ea., \$5.00 dz.</p> <p><i>THYMUS SERPYLLUM</i>. Creeping thyme with rosy purple flowers. 2". June. 35¢ each ..... \$4.00 dozen</p> <p><i>VERONICA ALLONII</i>. Yellow foliage and bright blue flowers, very colorful plant. 50¢ each ..... \$5.00 dozen</p> <p><i>FERNS</i>. Hardy. Including 4 varieties. We know you will be well satisfied with our selection. .... 6 for \$2.75 12 for \$5.00</p> |
|---|--|



# PLAN FOR POOL





# Stop WALL DAMPNESS With *Micro-Seal*

CONTROLS SEEPAGE  
AND DAMPNESS

## MAKE YOUR HOME HEALTHFUL AND BRIGHT

Here's the quick, easy and thrifty way to prevent dampness in your basement, in your home, protect and beautify stucco, concrete block, brick or masonry. Brush it on like paint or spray it on - so easy to handle, no special skill required.

Equally adaptable for new construction or modernization, Micro-Seal permits quick, easy, economical protection in apartment, commercial and industrial buildings, small homes, garages, SWIMMING POOLS, gymnasiums, etc.

Micro-Seal, the result of years of painstaking research and development, is a powder composed of scientifically selected minerals filling each microscopic pore in the surface treated, sealing the cracks and openings through which moisture penetrates.

Micro-Seal's unique properties coupled with its beautifying selection of nine delightful pastel shades and snow white, have made it the outstanding protective coating used by New York Life on their Manhattan housing project, by the City of New York on public buildings and numerous other private and public institutions.

TURQUOISE BLUE	YELLOW	PINK
PALE GREEN	IVORY	STONE GRAY
SNO-WHITE	BRICK-RED	STEEL GRAY

Complete directions inside package.

8 1/2 lb. bag **\$2<sup>65</sup>** Makes 1 Gallon Mix.  
Covers approx. 120 sq. ft.\*

Special Price on Bulk

### *S. Scherer & Sons*

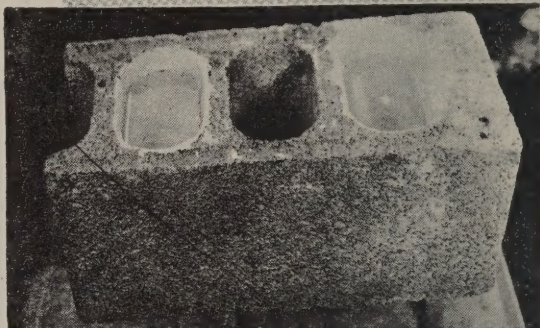
Waterside Avenue — Northport, L. I., N. Y.

Phone: NOrthport 3-0432

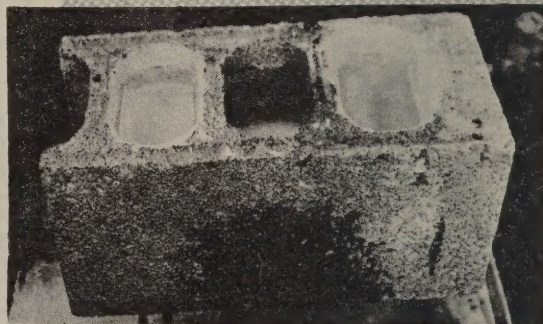
Largest Water Lily Growers on Long Island

## TESTED AND APPROVED

Micro-Seal laboratory test conducted by the New York Testing Laboratories, Inc. of New York City, showing a standard three cell cinder block plugged on the bottom and treated with two coats of Micro-Seal, applied to the interior walls of the two end cells. After Micro-Seal set, the cells were filled with water and allowed to stand for 24 hours.



Photograph above, taken after 24 hours, shows that there was no change in the water level, indicating that there was no absorption in the cinder block.



View of the block within a half minute after filling untreated center cell with water. The darkened area on side of block represents leakage of water from center cell through the pores of the cinder block.

FOR ROUGH PLASTER - STUCCO  
CONCRETE AND CINDER BLOCK  
BRICK WORK



# Oxygenating Plants

ANACHARIS (Elodea canadensis)	
Each 15¢	Dozen \$1.50
LUDWIGIA (Loosestrife) Each 15¢, doz. \$1.50	
SAGITTARIA (Broadleaf) Each 15¢, doz. \$1.50	
VALLISNERIA (Tape Grass) Doz. 50¢, 100 \$4.00	
NITELLA GRACILIS Portion 25¢	
MARESTAIL (Hornwort) Portion 25¢	

## Micro-Seal

### POOL PAINT

(Patent Pending)

Durable—Micro-Seal properly applied will not peel, check or crack.

Efficient—Micro-Seal is economical, easy to apply. Hardens with age. 25 lbs. water-proofs 175 sq. ft.

Harmless—Micro-Seal is harmless to plants and fish.

Colors—Available in snow-white and eight pastel shades; for pools we recommend Turquoise Blue, pale Green, Stone Gray or Spanish White.

Complete Directions Inside Package.  
8½ lb. package \$2.65  
Makes about 1 gallon mixed.  
Special prices on bulk lots.

## Keep Goldfish Healthy Water Clear With

## Argucide

Kills Fish lice in pools. Helps Control green algae. Will not harm fish, plants or snails when used as directed.

2¼ Oz. unit \$1.25  
(will treat up to 1600 gallons of water)

4½ Oz. unit \$1.75  
(will treat up to 3200 gallons of water)

Complete instructions for treatment with each package. The safe insecticide and water conditioner for pools.

### FISH FOOD

Per quart 75¢

### WATER LILY FERTILIZER

3 lbs. \$1.00

### REDWOOD CONTAINERS

Each \$2.50

### COLLECTION No. 1

1 Juno (white)	}	\$7.50
1 Bisset (pink)		
1 Devonshire (red)		

ORDERS OVER \$5.00 RECEIVED BY APRIL 15th will receive 2 BEAUTIFUL WATER POPPIES.

### COLLECTION NO. 3

1 Zanzibariensis (purple)	}	\$4.75
1 Zanzibariensis rosea (pink)		

### FANCY-LEAVED CALADIMUS

Various colors ranging from green through pink to deep red; some heavily veined, a few rare white. Plants from 4 inch pots .... Each \$2.00

### AQUATIC COLLECTION No. 10

3 Umbrella Palms	}	\$2.00
3 Water Poppy		
3 Parrot Feather		
3 Water Hyacinths		

### TROPICAL COLLECTION No. 12

1 Zanzibariensis Rosea	}	\$10.00
1 Mrs. Edward Whitaker		
1 Mrs. George H. Pring		
1 Zanzibariensis Purpura		





## ST. LOUIS WATER LILY

Bright yellow tropical Water Lily with star shaped blooms averaging 10 inches in diameter. Sturdy, prolific bloomer.

First of the yellow flowers. Has beautiful mottled foliage. A wonderful addition to your pool.

\$4.00

Tropical Lilies provide twenty-four hours of continuous bloom each day from settled weather in spring until fall. They adapt themselves to the largest Pools or the smallest Tub-Gardens, the size of the flowers alone being affected depending on the amount of soil and water surface provided. We ship only mature, potted plants, many already in flower which produce fully developed plants giving a wealth of bloom in a surprisingly short time after setting out. Tropical Lilies are of two distinct types. The Day Blooming Lilies whose flowers open with the sun and close at evening and the Night Blooming Lilies whose flowers open in the afternoon and remain open until late the following morning. For constant succession of bloom the Tropical Lilies are unexcelled.

### *Small Pool Collection*

No. S-1

- 2 Bog Plants for Centerpiece
- 6 Plants for Margins or corners
- 2 Oxygenating Plants
- 2 Floating Plants (our choice)

6 varieties in all

**\$2.50**

### *Regular Pool Collection*

No. R-2

- 3 Blue Flag
- 3 Parrot Feather
- 3 Water Hyacinth
- 3 Floating Heart
- 3 Sagittaria
- 3 Primrose Creeper

18 Plants — 6 varieties

**\$2.95**